

REMARKS

Claims 29-73 are in the application.

Claims 29, 30, 31, 34, 35, 44, 45, 46, 49, 50, 59, 60, 62, 67, 68, 72, and 73 are amended.

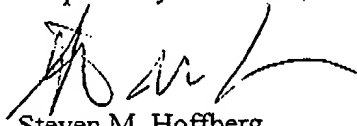
Claims 29-73 are rejected as being obvious under 35 U.S.C. § 103 over Shepley in view of Balintfy, and optionally in view of Williams III, Ecer and/or MacGregor et al.

Applicant has amended the independent claims to clearly recite that the optimization is joint based on BOTH economic parameters and the defined user characteristic.

The claims have also been amended in other ways, as set forth above, and therefore fresh consideration is respectfully solicited. In particular, claims 29 and 59 provide a model, while claim 44 provides a statistical correspondence. Claim 67 provides a statistical model. It is noted that neither Boolean searches nor linear programming are statistical processes. A model provides an approximation or high level description of a process, and thus requires a content-related representation of information.

Applicant appreciates the Examiner's suggestion for the preparation and filing of a Continuation-in-Part application; however, at this time, it is believed that the present application supports the present claims, and that the claims as presented distinguish the references.

Respectfully submitted,



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